

## Expanding Team Prompts Office Move For August

Having doubled its team in less than 12 months, Melbourne-based digital agency August is moving to new and larger premises this month.

Latest recruits include Prudence Jones (ex Clemenger Proximity and POD TV) and Jason Massarotto (ex 303 Group) who will augment August's creative team, as well as flash 'guru' Stephen Lee.

Jones' career highlights include ANZ in-store branding and Victoria Arts Centre TVC creative direction, while Massarotto has recently earned creative kudos with the re-branding of Red Rooster and Cash Converters while at 303 in Perth.

August is also boosting its in-house Search Engine Optimisation (SEO) capabilities with the appointment of David Baddock, previously of The Just Group.

With recent reports claiming that the digital industry is facing a crisis in staff retention and a 'revolving door' culture, August is both attracting and retaining staff at admirable levels.

With the head count currently at 14, August will move from its small studio in New Street, Richmond, to a larger space at 21 David Street, in the same suburb. The new premises includes nearly 600 square metres of space; spread over two light-filled levels, to give the team more room to grow, in line with the agency's long-term vision and growth strategy.

"We are delighted with the calibre of our new recruits and at the prospect of moving to larger premises. Our August family is getting bigger every day. It is getting a little cramped at our humble little studio, which we have quickly outgrown. We joke about not being able to swing a cat in our current studio, however we are moving to a space roomy enough to swing about 20 cats," says Zoe Warne, August's co-founder and Director of Creative Services.

"We are confident we have assembled an awesome team of specialists to broaden our offering to clients, who are increasingly requiring more integrated services from their digital partners. Importantly we feel these new recruits are a good fit for the culture we have developed here at August," says Warne.

2008 has been a stellar year for August which is currently tracking at 250% growth. Earlier this year August picked up high profile accounts including website re-development and online strategy for Snowgum, as well as online communications for Sustainability Victoria, and more recently La Trobe University.

### About August

August is a Melbourne-based digital agency, where creativity and technology are used intelligently to generate business innovation and success. However, as much as we dig technology, August cannot be defined by technology alone.

August is first and foremost about ideas and bringing them to life. Whether it's creating a large scale, ecommerce-enabled website or developing a targeted, online product launch to integrate with an existing offline campaign, we've got the strategy, tactics and nous to make it work.

August was formed by three switched-on, future-focussed individuals; Daniel Banik, Zoë Warne and Matthew Agar. Zoë and Daniel contributing their business consulting experience and Matthew bringing the technical wizardry required. Together they dared to carve out their niche agency from the ashes of an industry still recovering from the dot-com crash.

### **MEDIA CONTACT & FURTHER INFORMATION**

#### **Rebecca Camilleri**

Email: [rebecca.camilleri@august.com.au](mailto:rebecca.camilleri@august.com.au)

Telephone: 03 9445 0325

Mobile: 0407 832 093

High resolution logos, screenshots and imagery available on request.

## Expanding Team Prompts Office Move For August

August remains proudly independent, in a landscape that is increasingly populated and homogenised by mergers and acquisitions. We have created a vibrant team of young guns and whiz kids, and the right culture for retaining them – no revolving doors or corporate restructures here! Not surprisingly, we are well placed to ensure our growing stable of clients are 'loved and cared for', so they are here for the long-haul.

In addition we work in collaboration with traditional advertising agencies and PR firms, providing digital enterprise and strategy.

And as for innovation, if it doesn't exist, we build it. Not quite right? We improve it. In just over three years, August has created a suite of awesome web-based applications representing 'best of breed' technology; including Minotaur, August's 'kick-ass' CMS that today powers large, ecommerce-enabled websites.

### **MEDIA CONTACT & FURTHER INFORMATION**

**Rebecca Camilleri**

Email: [rebecca.camilleri@august.com.au](mailto:rebecca.camilleri@august.com.au)

Telephone: 03 9445 0325

Mobile: 0407 832 093

High resolution logos, screenshots and imagery available on request.